

Nicolas Palthey

AUTOMOTIVE B2B SEMICONDUCTORS & SOFTWARE – TECHNICAL
MARKETING MANAGEMENT & STRATEGIC PARTNERSHIPS

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USA, Austin

PROFILE

American & French dual citizen with 6+ years in B2B Automotive Marketing & Partnerships at Intel Automotive. Skilled in ABM strategy, global event execution, and technical content creation. Enjoy building strong cross-functional and partner relationships. Proven track record driving commercial objectives and supporting €300k+ budgets.

EXPERIENCES

B2B TECHNICAL MARKETING COORDINATOR

INTEL AUTOMOTIVE: 2021 -2026

- Positioned **EV semiconductor SoC and System IP for OEMs and Tier-1s**, aligning technical capabilities with customer requirements.
- Executed **GTM through technical content**, product messaging, and **8+ global industry events** annually.
- Collaborated **cross-functionally** with product, engineering, and sales to align solutions with market and customer needs.
- Contributed to **sales enablement** by developing technical materials presentations, articles, and product demos.
- Managed **€300k+ budget** across multi-channel initiatives aligned with business objectives.
- Engaged with customers and partners to understand technical challenges and shape product positioning

MARKETING & COMMUNICATION MANAGER

SAS IGNILIFE: 2019-2020

- Owned **French & Swiss markets**, driving new customer acquisition.
- Monitored and optimized **campaign KPIs and ROI**.
- Improved the SaaS business model using **marketing automation tools**.
- Led social media and communication strategy, **increasing engagement by +31.7%**.

PROJECT & PRODUCT BUILDER –MOBILE APPS

2025-PRESENT

- Ran full product lifecycle from idea to launch.
- Used AI-assisted tools to ship and improve fast.
- Tracked usage and retention to guide roadmap.
- Onboarded early users and collected feedback through live testing.

Education

MASTER IN INTERNATIONAL MARKETING & BUSINESS DEV

Skema - Sophia (FR)

2020-2021

BUSINESS MAJOR & THEATER MINOR

Skidmore College (USA)

2014-2018

Skills

- ABM / Marketing Strategy
- Business Dev + Partnership
- Event Management / Global Events
- Public Speaking / Conference Presentations
- Data Analytics (GA4)
- CRM (Zoho)
- SEO & Digital Marketing
- Content Creation
- Social Media

Tools

- WordPress — Website Management
- GIMP — Image Editing
- Inkscape — Vector & SVG Design
- Canva — Social & Marketing Content
- SketchUp — 3D Event Design
- GA4 — Data Analytics
- Zoho CRM
- AI Tools
- Pack Office — Intermediate

Languages

- English : Native Tongue
- French: Native Tongue
- Spanish: Beginner